

## ABSTRAK

Tujuan penelitian ini adalah untuk menganalisis pengaruh *Organizational Commitment*, *Job Embeddedness* dan *Personality* terhadap *Organizational Citizenship Behaviour* (OCB) pada Karyawan PT. Bank Mandiri Surabaya Gentengkali. Penelitian ini dirancang dengan pendekatan kuantitatif melalui distribusi kuisioner. Penelitian ini menggunakan 74 responden yang telah dipilih dengan metode teknik purposive sampling. Data dianalisis dengan menggunakan teknik analisis regresi linier berganda dan menggunakan program SPSS. Dari analisis yang dilakukan dapat disimpulkan bahwa *Organizational Commitment* berpengaruh signifikan terhadap OCB, *Job Embeddedness* berpengaruh signifikan terhadap OCB, dan *Personality* berpengaruh signifikan terhadap OCB. Variabel *Personality* memiliki pengaruh dominan terhadap *Organizational Citizenship Behaviour*. Dan secara simultan semua variabel bebas mempengaruhi variabel terikatnya yaitu *Organizational Citizenship Behaviour*.

Kata Kunci: *Organizational Commitment*, *Job Embeddedness*, *Personality*, *Organizational Citizenship Behaviour*.

**ABSTRACT**

The purpose of this study was to analyze the Effect of Organizational Commitment, Job Embeddedness and Personality to Organizational Citizenship Behavior (OCB) on Employees of PT. Bank Mandiri Surabaya Gentengkali. This research was conducted using the questionnaire information approach. This study uses 74 respondents who have been selected by purposive sampling technique. Data analysis techniques using multiple linear regression and using the SPSS program. From the analysis, it can be concluded that Organizational Commitment has a significant effect on OCB, Job Embeddedness has a significant effect on OCB, and Personality has a significant effect on OCB. Personality variables have a dominant influence to Organizational Citizenship Behavior. And simultaneously the independent variables change variables, namely Organizational Citizenship Behavior.

Keywords: *Organizational Commitment, Job Embeddedness, Personality, Organizational Citizenship Behavior.*